

What is claimed is:

1. A advertisement display system in a map-information
providing service transmitting map-image data to a user
5 terminal to display a map image based on the map-image data,
and displaying advertisements on the displayed map image,
comprising:

an advertisement site for displaying the
advertisements on the map image displayed on said user
terminal, including a advertisement server for displaying
10 a route setting and advertisements situated along the set
route on the map image, a route database storing road data
on a map required for setting a route in said advertisement
server, and advertisement database storing registered
15 advertisement data,

wherein said advertisement server sets a route based
on the road data stored in said route database, and read
out advertisements situated along the set route from said
advertisement database to display them on the user terminal.

20 2. The advertisement display system in a map-information
providing service according to claim 1, wherein said
advertisement server reads out only advertisements,
matching a profile of a user, of said advertisements
25 situated along the set route from said advertisement
database based on the data representing the profile of the

user sent from the user terminal, and displays them on the user terminal.

3. The advertisement display system in a map-information providing service according to claim 1, wherein said advertisement site further includes a user registration database storing registration data representing the profile of the user, wherein said advertisement server reads out the only advertisement, matching the profile of the user, of said advertisements situated along the set route from said advertisement database based on the registration data of the user read from the user registration database, and displays them on the user terminal.